Campaign Plan

Campaign Plan

The role of the digital team has been invaluable in ensuring sustainable growth of companies such as Nike. Marketing teams are constantly in need of the solidified skills and understanding of digital marketing strategies. Marketing teams in Nike will consist of creative thinkers whose many ideas have been integral in identifying marketing research. Marketing teams use social networking to expand research and incorporate technological trends in creative strategy. Marketing teams engage in the analysis of the current and future market situation, the level of competition, and focus on ways through which they can appeal to potential customers. This helps to position the company for high growth and success (Ryan, 2016).

Marketing teams also help in increasing the level of curiosity about other possibilities of achieving success in business. Marketers today require solidified skills as well as robust curiosity in raising brand-awareness (Ryan, 2016). A company such as Nike has a large marketing department that can easily adopt creative efforts and advance digital expertise. The creative efforts which are geared towards augmenting the profitability of the firm involve ensuring continuous collaboration among the team members. While this may be a challenge because of the different cultural backgrounds of employees, team members can be trained in ways through which they can overcome challenges related to culture clash.

The marketing team will be composed of people from different age group and cultural settings. The diversity within the team will help in addressing the needs of specific categories of customers. For instance, the marketing team will comprise young people who understand some of the latest and old fashions that impress the millennial generation. Besides, the efforts of

techno-survey individuals will be of great importance as they will be able to identify the various devices popularly used by the majority of consumers to access information from a wide range of sources. More particularly, the marketing team will propose Smartphones, laptops, iPads, and even watches in order to access content and allow consumers to get a variety of Nike's products at the touch of a button. As a result, many marketing teams have tried to consistently engage in compelling advertisements across a variety of technological devices. Through this, marketing managers have tried controlling the data outlets and social media campaigns.

A wide range of skills are needed during the formation of the marketing team. For instance, one must be a strategic thinker. The ability to think strategically should be understood from a global point of view. It also involves the ability to set the strategic direction with integrative leadership. Technical and technological skills are equally important in ensuring the success of Nike's marketing strategies. The team members should be adept at a wide range of knowledge under their auspices such as ways of dealing with a wide range of customer issues. In addition, team members should possess strong interpersonal relationship skills. This involves working collegially by maintaining hard work and developing exceptional ability to become team-oriented, working under pressure, capable of multitasking, trying to resist stress, and easily able to detect burnout among colleagues.

While providing products and services to consumers, in-sourcing may occur when there are indications that the customer needs are shifting towards the global market niche. A part from this, digital marketing may also in-source with the increase in online marketing which calls for increased supervision. On the contrary, outsourcing may be required by Nike when the marketing

team considers it necessary to scale up online activities, and in the event that the marketing activity require some overhaul, adopting outsourcing strategy would suffice.

Reference

Ryan, D. (2016). *Understanding digital marketing: marketing strategies for engaging the digital generation*. Kogan Page Publishers.